

NICHOLAS NAPOLITANO

MARKETING SPECIALIST

PERSONAL PROFILE

I've run marketing campaigns for renewable energy, fashion, entertainment, and HR, just to name a few. Through that lens, I've acquired years of experience building streamlined and efficient marketing pipelines for companies small and large while finding cost-effective ways to spend marketing dollars.

ACADEMIC BACKGROUND

Louisiana State University

Bachelor of Arts, History, 2006-2010

The New Movement

Improv, Sketch, and Improv for Business, 2012-2014

CAREER ACHIEVEMENTS

- Produced over 100 original comedy shows
- Managed 5 new state market expansions
- Part of a regularly working film collective, Windbreaker, producing regular shorts
 - Seasoned improv and sketch comedy performer, teacher, and coach

CAREER STRENGTHS

- Complete Campaign Management
- Social Media/Digital Management
 - Experienced Copywriter
 - Enthusiastic Collaborator
 - Team Communication
 - Event Planning
 - Fast Learner

CONTACT DETAILS

Number: 985.869.5555
Email: nickyjlnap@gmail.com
LinkedIn: @nick-napolitano

PROFESSIONAL HISTORY

Marketing Manager

Delaporte Ventures d.b.a. Escape My Room/Escape Extinction (Oct 2018-Present)

- Manage external messaging through social media, SEO/SEM, email marketing, press releases, and various 'mystery' outreach campaigns
- Manage and monitor monthly/yearly marketing budget
- Revised brand communication with customer base and increased social traffic by 45%
- Contribute to creative team on new game development
- Manage projects and timelines for new game and experience releases

Project Manager

Freret Digital Media (Staff Position: January 2018-October 2018)
(Freelance: June 2017-December 2017)

- Managed a portfolio of 6 retainer clients and various monthly projects
- Portfolio maintenance for each of the 6 retainer clients
- Created pitch presentations and mock-ups for new potential clients
- Created budget templates for retainer clients and advised on management

Artistic Director/Marketing Manager

Mega Pig d.b.a. The New Movement/Hell Yes Fest (October 2015-January 2018)

- Development of 'underground' comedy programming
- Managed marketing campaigns targeting show attendance/ticket sales and classes
- Created the 'novice to professional' pipeline for performers/writers who wanted more show opportunities
- Chief of staff for annual comedy festival, managing team responsible for marketing, venue management, and hospitality

Marketing Manager

PosiGen (November 2012-October 2015)

- Developed brand tone and direction for a start-up renewable company
- Handled media buys, agency relations, and internal team pipelines
- Managed a marketing budget of \$2MM annually
- Assisted market expansion to New York, Connecticut, Florida, and Mississippi

Office Manager and Marketing Specialist

NOLA Tax (January 2009-April 2012)

- Developed creative for seasonal campaigns
- Managed annual print and radio buys
- Taught 'Tax School' employee training
- Managed staff of 6 during peak tax season